BUS 455 Small Business Management
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IMPORTANT NOTE:
New regulations under the Higher Education Act require us to verify the identity of a
person doing work in a class if we receive assignments, etc. from that student electronically.
We can comply with this regulation if our students submit things to teachers electronically
from their Doane College e-mail address or through Blackboard, because the college issued
that address, ID, and password. For that reason, I can only send assignments to your
Doane e-mail address, and I can only accept assignments submitted to me from your Doane
e-mail address.

COURSE DESCRIPTION:
This course is an application of management techniques to the small business setting. The
course examines business problems and opportunities.

This course fulfills one emphasis requirement for General Business and Management emphases
of the Professional Studies in Business major.

TEXT:
Entrepreneurship: A Small Business Approach, Charles E. Bamford and Garry D. Bruton,

COURSE OBJECTIVES:
Upon completion of this course, students will:
1. Understand what entrepreneurship is and the important role small businesses play in the
   national economy.
2. Know how to research and analyze ideas for entrepreneurial ventures;
3. Know and understand the various components of a business plan;
4. Know the three major ways to organize a business legally and the benefits and drawbacks of
   each of the six forms of business organization;
5. Know different ways to measure and evaluate performance of both processes and people;
6. Understand the different roles entrepreneurs play as change agents;
7. Be able to develop a business plan.

COURSE ACTIVITIES:
This course will be conducted on the World Wide Web. Students will complete a total of four
assignments designed to meet the stated objectives of the course.

   Entrepreneurs and the Context in Which They Work
   Researching, Planning, Organizing, and Launching the Venture
   Managing Processes, People, and the Challenges of Entrepreneurial Ventures
   Writing the Business Plan

To enroll for the course, you must have a Doane e-mail address and access to the Internet. Your
computer must have Microsoft Word.
Each completed assignment will be e-mailed to the instructor no later than the due date listed below. Upon receipt of a completed assignment, the next assignment will be e-mailed to the student. Students may submit assignments earlier than the due date.

**The due dates for the assignments are as follows:**

- Assignment #1 due April 7th = 25 points
- Assignment #2 due April 21st = 25 points
- Assignment #3 due May 5th = 25 points
- Assignment #4 due May 19th = 25 points

**IMPORTANT:** If you will graduate May 17\(^{th}\), your assignment #4 must reach me no later than Monday, May 12\(^{th}\).

**GRADING SCALE:**

- 100 – 95 = A
- 94 – 90 = A-
- 89 – 87 = B+
- 86 – 84 = B
- 83 – 80 = B-
- 79 – 77 = C+
- 76 – 74 = C
- 73 – 70 = C-
- 69 – 67 = D+
- 66 – 64 = D
- 63 – 60 = D-
- 59 & below = F

**ACADEMIC INTEGRITY POLICY:**

This policy requires that you immediately and cheerfully offer the benefit of your knowledge and skills to any fellow student who needs your help. If someone helps you, whether a fellow student, the author of a book/article, a family member, a pastor or priest, a coworker, a child, a pet, or anyone else, say that they helped you. That’s called citing a source. Always show respect for the ideas or words of others by giving them the credit. Failure to show respect will result in an “F”.